

74559-7

4/25/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Technology Sciences Group
c/o Virox Technologies
1150 18th Street, Suite 1000
Washington, DC 20036

APR 25 2013

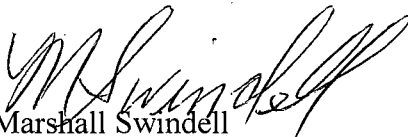
Attention: Micah Reynolds
Regulatory Specialist

Subject: Alice
EPA Reg. No. 74559-7
Amendment Letter Dated March 5, 2013

The amendment referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. The Agency has no objection to amending your registration to revise the Use Surface table on page 2 of the label, labeling claims, and the directions for use. A stamped copy of the label is submitted with this letter.

If you have any questions concerning this letter, please contact Demson Fuller at (703) 308-8062.

Sincerely,


Marshall Swindell
Product Manager (33)
Regulatory Management Branch 1
Antimicrobials Division (7510C)

(Note to Reviewer: (parentetical text) is optional; [bracketed text] is informational.)

(MASTER LABEL)
Alice (Name TBD)

(Alternate Brand Names: BISSELL, Woolite, Pawsitively Clean)

SOFT-SURFACE AND CARPET [SANITIZER] – [CLEANER] -
[DEODORIZER] - [ANTIBACTERIAL]

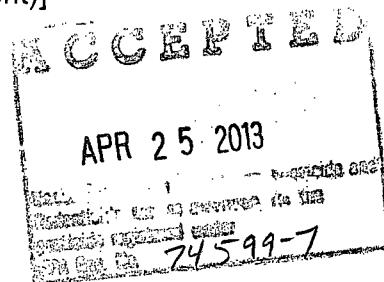
[Bacteria reducer*] , [Spot and Stain Cleaner], [Soft Surface Cleaner], [Carpet Cleaner],
[(Dual Action) (Triple Action) (Multi-Purpose) Cleaner], [(Pet) Stain and Odor (Remover
) (Eliminator) and Sanitizer], [(One-step) Deodorizer] , [Formula for (carpet) (&
(upholstery)), [Deep (Spot) Clean(er) + Sanitize(r)], [(Sanitization) (Sanitizing)
(Treatment)(Pretreat(er)) (Preclean(er))], [Tough Stain (Treatment)]

Active Ingredient:

Hydrogen Peroxide..... 0.5%

Other Ingredients: 99.5%

Total: 100.0%



EPA Reg. No.: 74559-7

EPA Est. No.: [6297-MI-001] OR [74559-CAN-001]

[Note to reviewer: lot code letters indicate manufacturing location]

Keep out of Reach of Children

Manufactured [by] [for]:

Bissell Homecare, Inc.

2345 Walker Rd, NW

Grand Rapids, MI 49501

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or
imprinted directly on the packaging.)

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Soft Surface Use Sites (Location)[†]

All around the house [‡]	Car (s) (Truck(s))		Sunroom (s)
All around the home [‡]	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)	Locker (Liners) (Pads)	
Baby's Room (s)	Den (/Study)	Mobile Home (s)	
Basement (s)	Dining Room (s)	Mud Room (s)	
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Studios	

[†] Not for use on polypropylene/olefin or wool carpets

[‡] Non food contact surfaces only

Use (Surfaces)[†] [may include graphic depicting surface]

Carpet(s)	Stairs	(Couch(es)) (Sofa(s))	Mattress(es) (Covers)
Upholstery		(Upholstered) chairs	Blankets
Fabric	Back (School) packs	(Upholstered) couches	Car Seats Upholstery
Pet Areas	Bathroom mats (rugs)	(Upholstered) furniture	(Dog) (Pet) (beds) (bedding)
Soft (household) surfaces	Bedding (Bedspreads)	Hamper(s)	Laundry bags
Gym bags	Blankets (Comforters)	Draperies	Shoe interior(s)
Laundry bags	Box Springs	Duvet cover(s)	Cushions
Shower curtains	(Canvas) (Shoes) (Sneakers)	Upholstery	Pillow(s)
Window treatments	(Cotton) purses		Stuffed animals
Kitchen mats	Entry rugs		
(Kitchen) (Household) seat cushion(s)	Diaper bag(s)	(Area) Rug(s)	
Slippers	Shower Curtains		
Sleeping bag(s)			

[†] Not for use on polypropylene/olefin or wool fibers

APR 25 2013

Under The Federal Insecticide, Fungicide and
Herbicide Act, as amended, for the
products registered under
EPA Reg. No. 74559-7

Bissell Soft Surface Manual; EPA Reg. No. 74559-7

Proposed Master Label

April 15, 2013

Page 2 of 12

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Fabric and carpet (precaution) advisory statement: Before you clean, test a small, hidden area for colorfastness and examine when dry. If color is affected, do not use. Before using this product on upholstery, look for manufacturers cleanability code tag. Use on upholstery coded "WS" or "W". Do not use on upholstery coded "X" or "S". Do not use on velvet, silk, vinyl, or leather upholstery. Do not use on wool carpet.

Remove solid residue and blot excess liquid with a clean, colorfast, absorbent cloth.

For use on carpet[†]:

To spot clean & sanitize: Spray a light even coating on soiled area. Allow to remain wet for 60 minutes (1 hour) (an hour). Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry. (Vacuum.) (Deep clean following your machine's guide.)

To spot clean: Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.

To spot sanitize: Spray a light even coating on area until damp. Allow to remain wet for 60 minutes (1 hour) (an hour). Let air dry. Vacuum.

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry. Vacuum.

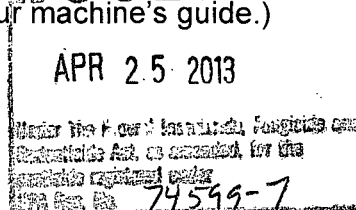
To use as a precleaner (pretreat) (& sanitize(r)): Shake well, turn nozzle to spray position and spray a light even coating over soiled area (until damp). Allow to remain wet for 60 minutes (1 hour) (an hour). (Deep clean following your machine's guide.)

(may include graphics)

For use on soft surfaces other than carpet:

To spot clean & sanitize: Spray a light even coating on soiled area [fabric] until damp. Allow area to remain wet for 1 minute. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains or heavy fabrics). Let air dry.

To spot clean: Spray on soiled area until damp. Gently blot area with a clean, damp, color-safe cloth. Repeat as needed (for stubborn stains). Let air dry.



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

To spot sanitize: Spray a light even coating on area [fabric] until damp. Area must remain wet for 1 minute. Let air dry. Repeat as needed (for stubborn stains or heavy fabrics)

To deodorize or freshen: Spray until slightly damp to eliminate (pet) odors. For difficult odors repeat application. Let air dry.

(may include graphics)

STORAGE AND DISPOSAL

Nonrefillable container. Store in original container in areas inaccessible to small children. Keep securely closed. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.bissell.com]

[Woolite brand

Questions or comments: Call 1.800.451.7847 Visit our website at
www.woolitecarpet.com

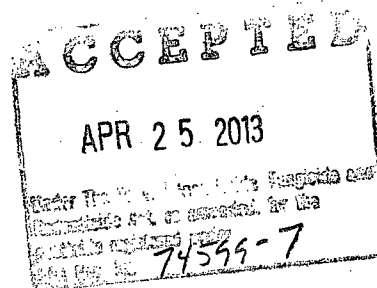
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand

Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA
www.pawsitivelycleanpet.com]

[Questions?] [Comments?] [Call XXX-XXX-XXXX]

[Made in (insert country of manufacture origin)]



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Optional Label Statements, Marketing Claims, and Pictograms:

* Kills 99.9% of (Enterobacter aerogenes (ATCC 13408))(and)(Staphylococcus aureus (ATCC 6538))(Staph) on (insert usage surface).

** Non-living allergens including: Pollen, Pet dander, Dust mite matter

(Sanitizing claims)

(Deep) Cleans (&) (+) Sanitizes

(Deep) Cleans (&) (+) Sanitizes (insert usage site)

(Deep) Cleans (&) (+) Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet

(Deep) Cleans (&) (+) Sanitizes in 60 minutes (1 hour) (on carpets[†])

1 minute (60 seconds) is all it takes to kill 99.9% of bacteria* on (insert usage surface)

Kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 1 minute on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) (on carpets[†])

Sanitizes (insert usage surface) in 1 minute on soft surfaces other than carpet

Sanitizes (insert usage surface) in 60 minutes (1 hour) on carpets[†]

(Sanitizes) in only 1 minute on soft surfaces other than carpet

(Sanitizes) in only 60 minutes (1 hour) (on carpets[†])

Sanitizes (insert usage sites)

Sanitizes

Sanitizes and eliminates (pet odors) (odors) (allergens**) (and) (everyday dirt) (spots and stains)

(Deep) Cleans and sanitizes, eliminates 99.9% of bacteria*

Eliminates (99.9%) of (bacteria*)

Removes (the most) (common) allergens**

Eliminates (the most) (common) allergens**

Leaves (insert usage surfaces) clean and sanitized

Leaves (insert usage surfaces) cleaned, sanitized, deodorized

Leaves (insert usage surfaces) sanitized

(Deep) Cleans, sanitizes, refreshes (insert usage site)

(Deep) Cleans, sanitizes, refreshes pet messes

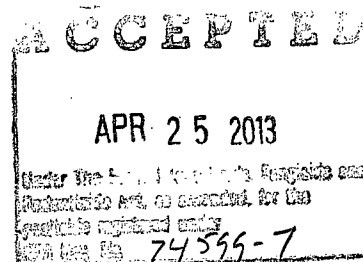
(Deep) Cleans (+) (sanitizes) (+) (deodorizes) (+) (and) (freshens) in one easy step

2 in 1 (Dual Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

3 in 1 (Triple Action) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

4 in 1 (All in One) (formula) – (cleans) (sanitizes) (deodorizes) (freshens) (in 1 easy step)

Kills 99.9% of enterobacter aerogenes and staphylococcus aureus (staph) on (insert usage site) in 1 minute (60 seconds) on soft surfaces other than carpet*



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills 99.9% of enterobacter aerogenes and staphylococcus aureus (staph) on (insert usage site) in 60 minutes (1 hour) (on carpets[†]) *

Destroys 99.9% of bacteria* on (insert usage sites)

Kills 99.9% of bacteria* at the source

Effectively kills 99.9% of bacteria*

Kills 99.9% of bacteria* in 1 minute (in 60 seconds) on soft surfaces other than carpet

Kills 99.9% of bacteria* in 60 minutes (1 hour) for carpets[†]

Kills 99.9% of bacteria* on (insert usage site) (for a deep down clean)

Kills 99.9% of household bacteria* on (insert usage site)

(Kills) (destroys) (eliminates) 99.9% of (staphylococcus aureus) (staph) (and) (enterobacter aerogenes) in 1 minute (60 seconds) on soft surfaces other than carpet

(Kills) (destroys) (eliminates) 99.9% of (staphylococcus aureus) (staph) (and) (enterobacter aerogenes) in 60 minutes (1 hour) on carpets[†]

(Kills) (destroys) (Eliminates) 99.9% of (staphylococcus aureus) (staph) (and) (enterobacter aerogenes) (for spot treatment) on (insert usage site)

To eliminate 99.9% of bacteria* on (insert usage site)

Kills 99.9% of bacteria* in (only) 1 minute (60 seconds) on soft surfaces other than carpet

Kills 99.9% of bacteria* in (only) 60 minutes (1 hour) on carpets[†]

Kills 99.9% of bacteria* on (insert usage site) in (only) 1 minute (60 seconds) on soft surfaces other than carpet

Kills 99.9% of bacteria* on (insert usage site) in (only) 60 minutes (1 hour) on carpet[†]

Sanitizes (insert usage site)

(Both) Cleans & Sanitizes- better than cleaning alone

Cleans & Sanitizes in 1 minute (60 seconds) on soft surfaces other than carpet

Cleans & Sanitizes in 60 minutes (1 hour) (on carpets[†])

(X) in 1 (formula) (cleans) (and) (sanitizes) (and) (deodorizes) (and) (eliminates allergens)**

One step clean(s) and sanitizes(s)

Neutralizes and reduces the growth of bacteria*

Makes sanitizing easy

Easy (sanitizing)

Fast & easy (sanitizing)

(Antimicrobial) (formula) cleans and sanitizes

The easy, effective, and convenient way to sanitize (insert usage site)

Antibacterial

Leaves (insert usage site) sanitary

Helps protect your family

Sanitizes as it cleans

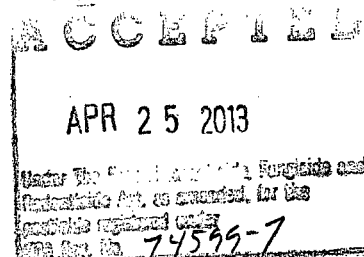
For cleaning and sanitizing (insert usage site)

Antibacterial formula cleans and sanitizes in one (1) step

(Deep) Cleans, (Sanitizes), (Deodorizes), (Freshens), (Removes Allergens**) in (one) (1) easy step

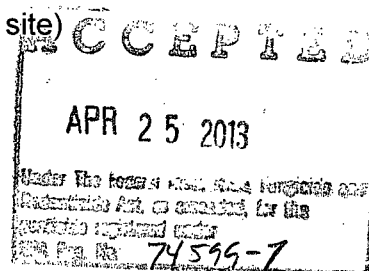
(Deep) Cleans (+) (Sanitizes) (+) (Deodorizes) (+) (Freshens) (+) (Removes Allergens**) (+) (Removes Odors)

Kills 99.9% of bacteria* and eliminates (pet) odors for a cleaner, fresher home



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

All in one formula (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)
 One step (cleans) (and) (sanitizes) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens**)
 (2 in 1) (3 in 1) (4 in 1) (5 in 1) formula cleans (and) sanitizes (and) deodorizes (and) freshens (and) eliminates allergens**
 The easy, effective, and convenient way to sanitize (usage site)
 Makes sanitizing easy
 The quick and easy way to clean and sanitize your (insert usage site)
 (Deep) Cleans as it sanitizes
 Sanitizes as it cleans
 (Pet) Stain and odor remover and sanitizer
 Convenient to use (-cleans and sanitizes)
 Sanitizes and refreshes
 Improves cleaning performance to also sanitize
 (Deep) Cleans plus sanitization
 Penetrates (deep down) to (thoroughly) clean and sanitize
 Penetrates (deep down) to thoroughly remove (stains), (bacteria*), (and) (odors)
 Thoroughly cleans and sanitizes deep within carpet fibers, eliminating stains, bacteria*, and allergens**
 Go beyond surface cleaning
 Goes beyond surface cleaning
 Go beyond surface cleaning- unique penetrating action thoroughly cleans and sanitizes deep down into the carpet fibers
 Deep cleaning formula that provides dramatically better cleaning performance and sanitizes at the same time
 (Deep) Cleans, Sanitizes and Reconditions (in one easy step)
 Destroys tough odors and bacteria*
 Unique penetrating action goes deep within carpet fibers to thoroughly clean and sanitize – eliminating dirt, stains, odors, bacteria*, and allergens**.
 (Removes) (Eliminates) bacteria*
 (Sanitization)(Sanitizing)(Antibacterial) Treatment
 Powerful stain & odor (remover) (eliminator) that sanitizes as it cleans
 Sanitizes as it cleans
 Penetrates to sanitize(s) and (clean) (loosen(s)) (tough) stains (including (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))
 Penetrates, sanitizes and loosens (tough) stains
 Spot removal (Clean) (+)(&) Sanitize for a more (effective)(powerful) clean
 Spot removal (Clean) (+)(&) Sanitize for a higher level of clean(ing)
 Take (more) control of your cleaning (with sanitization) (insert product name)
 Penetrates to (clean) (and) (loosen) (tough) stains (and sanitizes)

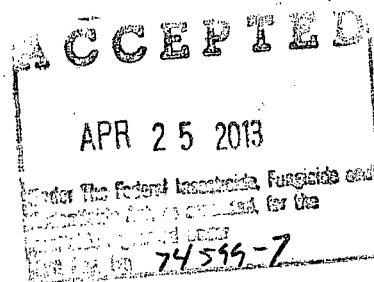


(Cleaning claims)

Fast & effective (pet) cleaning
 For a cleaner, fresher household

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Effectively (removes) (eliminates) tough (dirt) (stains) (spots) (and) (grime)
 Better than ever cleaning (and sanitizing) (for your) (insert usage site)
 Effective cleaning of tough (pet) spots and stains
 (Permanently) (removes) (eliminates) deep down dirt and (set in) stains
 (Permanently) (removes) (eliminates) tough (pet) stains and odors (on) (insert usage site)
 Spot treatment for (pet stains and odors) (insert usage site)
 Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
 (removes) (eliminates) (tough) (dirt) (and) (stains) (pet stains)
 Removes dirt, dust, and common allergens** from (insert usage site)
 (Permanently) (removes) (eliminates) tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil)
 (Permanently) removes tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)
 Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
 (Permanently) Eliminates tough pet stains like (urine), (feces), (vomit), (tracked-in dirt), and (blood)
 Eliminates deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)
 Deep down clean(ing)
 For a deep (down) clean
 Cleans (insert usage site)
 Cleans everyday (pet) messes
 (Removes) (Eliminates) (pet spots) (spots) (and) (stains) without hard scrubbing
 No (hard) scrubbing required
 (Foam) (Bubbles) work hard on (tough) (dirt) (spots) (and) (stains)
 Foaming action works hard to (remove) (eliminate) (tough) (dirt) (spots) (and) (stains)
 Penetrates to (remove) (eliminate) (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)
 Penetrates for a (complete) (deep) clean
 Specially designed to penetrate (deep down) (tough) (dirt) (pet stains) (stains) (and) (pet odors) (odors)
 Leaves (insert usage surfaces) (clean and fresh)
 Best (BISSELL) formula for cleaning (usage site)
 Removes tough dirt and grime
 Unbeatable cleaning
 Fast and effective cleaning
 Safely (removes) (eliminates) tough odors and soils
 Cleans the toughest (stains) (and) (soils)
 Cleans tough (stains) (and) (soils)
 Powerful (penetrating) clean
 Deep clean beyond what's seen™
 Deep down cleaning
 For a thorough, deep down clean
 For a deep clean
 Cleans beyond the surface



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Enhanced cleaning performance

Improve(s)(d) cleaning performance to deep clean beyond what's seen

Improve(s)(d) cleaning performance (with sanitization)

Boosts (deep) cleaning performance

Boosts (deep) cleaning

Improve(s) (deep) cleaning performance

Makes deep cleaning more effective

1st step in spot & deep cleaning

(Deodorizing claims)

Doesn't just mask (pet) odors

Eliminates (pet) odors(,) doesn't just mask (them)

(Permanently) Eliminates (pet) odors

Freshens home with the scent of (fragrance name)

Freshens (insert usage site)

Refreshes (insert usage site)

Lightly scented

(Leaves behind a) Clean, Fresh Scent

Leaves a fresh, clean scent

Leaves a light, clean scent

Leaves a fresh scent

Fresh, clean scent

Fresh & clean

Deodorizes

Freshens

Deodorizes & freshens

Deodorizes & freshens, leaving a light (fresh), clean scent

Lifts (pet) odors and freshens

Eliminates the toughest (pet) odors at the source

Eliminates odors (including) (kitchen) (pet) (and) (smoke)

Freshens (insert usage site)

Refreshes (insert usage site)

Leaves (insert usage site) deodorized

Lightly scented and suitable for frequent use

Full day freshness

For ultimate freshness

Leaves (insert usage site) smelling (refreshed) (fresh) (clean)

Long lasting freshness

Eliminates odors at the source

Reduces odor causing bacteria (on)(in) (insert usage site)

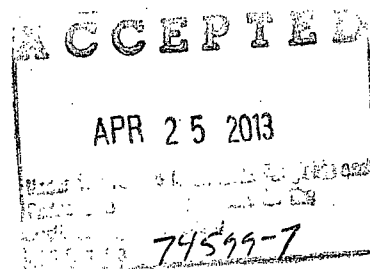
Leaves your (insert usage site) free of (pet) odors

Keeps (insert usage site) smelling fresh

Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source

Neutralizes (pet) odors

Neutralizes (pet) odors in (insert usage site)

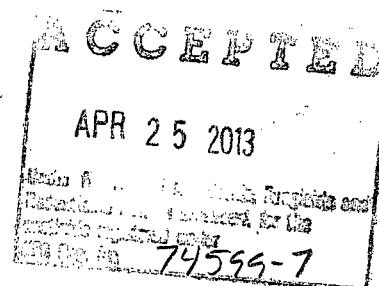


(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Neutralizes, reduces, and controls the growth of odor causing bacteria
 (Kills) (Eliminates) (Destroys) odor causing bacteria
 (Fresh) (Clean) (fragrance) (scent)
 (Effectively) (effective to kill) (kills) odor causing bacteria
 Eliminates (pet) odors and (kills) (removes) (gets rid of) the bacteria that cause them
 Kills odor causing bacteria on (insert usage site)
 (Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)
 Kills odor causing bacteria on (insert usage site)
 Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
 (Antimicrobial) kills odor causing bacteria
 Kills odor causing bacteria on (insert usage site)
 Prevents (buildup of) odors by killing odor causing bacteria on (usage site)
 Eliminates odor causing bacteria
 Kills odor causing household bacteria
 Kills (odor causing) bacteria leaving (insert usage site) smelling fresh
 Removes tough (pet) odors and soils
 Freshens while killing odor causing bacteria
 Leaves (rooms) (home) smelling fresh and clean
 (insert usage site) (Pet) Spot and stain deodorizer
 (insert usage site) (Pet) Deodorizer
 (Insert usage site) (Pet) Odor Neutralizer
 (Insert usage site) (Pet) Odor Eliminator
 (Insert usage site) Refresher
 Clean and fresh scent
 Removes odors + provides a clean, light scent

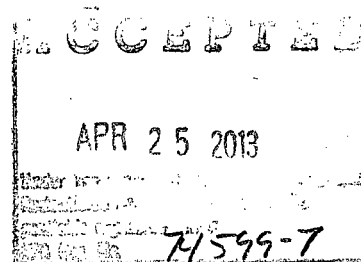
(General Usage Claims)

Get a true clean (with) (this product)
 Okay (suitable) to use daily
 (Okay) (suitable) for daily use
 (Okay) (suitable) for weekly use
 (Okay) (suitable) for monthly use
 (Okay) (suitable) for regular use
 (Okay) for everyday use
 Good for (everyday) touch ups (for your) (tough) (dirt) (and) (stains) (pet stains)
 Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often
 Use on (soft) surfaces that you and your family come in contact with everyday
 Suitable for use on (insert usage site)
 Great for use in any room of the house
 Use throughout your house
 Contains no heavy metals, optical brighteners or dyes
 Bottle contains minimum of X% post-consumer recycled plastic
 Dye Free (formula) (technology)



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(With) an active ingredient you can pronounce
 No harsh odor
 Suitable for (your) soft surfaces
 Compatible with (your) soft surfaces
 Easy on your soft surfaces
 Suitable for use on carpets[†] (including nylon & stain resistant carpets)
 (Effective) (Works) on carpets[†]
 Compatible (with) (on) carpets[†] (including nylon & stain resistant carpets)
 Leaves carpet (clean) (sanitized) for children and pets when used as directed
 For everyday use
 Leaves no residue
 No residue
 No chemical residue
 No-rinse formula
 Effective clean you can trust
 (Carefully) (Consciously) designed (for home use)
 (Ingredients) designed for home use
 (Designed) (Developed) for home use
 Carefully designed
 This product is approved for use on (insert usage sites)
 Compatible with (insert usage sites)
 Use on (insert usage sites) as a spot treatment
 Suitable for use on (insert usage site)
 Trusted heritage of hydrogen peroxide
 Effective cleaning for your carpet[†]
 Great (cleaning) for your carpet[†]
 Great (cleaning) on your carpet[†]
 (Great for) (Effective on) (insert usage site)
 Proven to work without (fading) (discoloring) (damaging) (insert usage site)
 Powerful everyday cleaner that helps remove many spots and stains (including
 (spaghetti sauce) (coffee) (mud) (wine) (pet stains) (cola) (tea) (food grease))



(Easy to use claims)

Advanced (formula) (for) (insert usage sites)
 Dries in (x) minutes
 Dries fast on soft surfaces other than carpet
 Fast drying on soft surfaces other than carpet
 Gentle mist dries in minutes on soft surfaces other than carpet
 Can be used anytime
 Dual (action) (purpose)
 Works on (most) (insert usage sites)
 Everyday formula
 (Suitable) For everyday use
 Multi-purpose
 Dual (Triple) Action

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Multi-use

Spray on (insert usage site) your family comes in contact with daily

Treat (pet) stains, (pet) odors, and allergens**

Takes care of (insert usage sites) (pet) stains and odors

Fast, easy, effective

Leaves no residue

Suitable for use around the home

Easy to use

Makes (pet) cleaning easier

No rinsing required

Convenient to use- (cleans and sanitizes)

Ready to use

Simple application

Quick (and Easy)

Keep your home clean

Great for (insert usage sites)

It (foams) (and) (bubbles) so you know it's working

(2 in 1) (3 in 1) (4 in 1) Action (- saves you time)

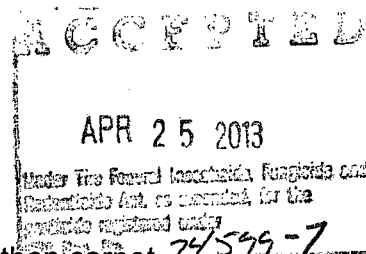
(All in 1) ((2 in 1) (3 in 1) (4 in 1) (5 in 1) (formula)

Easily removes (soils) (and) (stains)

Spot sanitization for your (insert usage site) soft surface(s) other than carpet

Spot sanitization for your carpet†

Effective cleaning for your (insert usage site)



MARKETING CLAIMS

(Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)

Try (me) (for) (free) (now) (today)

Save (\$X) now

Bonus (X) (oz) (X %) (more)

New {note to reviewer: use for first 6 months only}

New and improved {note to reviewer: use for first 6 months only}

Value (size) (pack)

Trial (size) (pack)

(2 in 1) (3 in 1) (4 in 1) (Action)

(Dual) (Triple) Action

Advanced

All in 1

Complete Clean

Optional Logos and Pictograms:

AHP (logo)***

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